FLOWBOOK™

STANDARD

Version 1.1

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Owner: Ashraf Johaardien, sole proprietor, trading as M\e (South Africa)

Status: Active

MISSION

The FlowBook™ Standard exists to establish a native publishing form for the age of the smartphone and to encourage works conceived for scrolling rather than inherited from print.

1. DEFINITION

FlowBook™ is a publishing standard for the creation, distribution and reading of phone-native narrative publications.

A FlowBook™ publication is designed for continuous vertical progression rather than page turning. It is conceived for the conditions of contemporary screen reading and prioritises flow, sequence, rhythm and visual continuity over pagination.

2. PURPOSE

The FlowBook™ Standard defines requirements for publications designed natively for smartphone reading.

It establishes a framework for creating works that use scrolling as a primary narrative mechanism rather than adapting conventions inherited from print.

3. INTELLECTUAL PROPERTY

The FlowBook™ name, mark, certification designations, and the text of this Standard are intellectual property of Ashraf

Johaardien, sole proprietor trading as M\e.

All intellectual property rights are reserved to the extent permitted by applicable law.

FlowBook™ is used as a trademark and source identifier. Trademark registration may be sought in selected jurisdictions.

Nothing in this Standard grants any right, licence, ownership interest, or permission to use the FlowBook™ mark except as expressly provided herein or by written agreement with M\e.

4. CORE PRINCIPLES

4.1 Native to Screen

A FlowBook™ is designed first for the smartphone. It is not a print publication reformatted for a screen.

4.2 Continuous Progression

The principal reading action is scrolling. Meaning emerges

through movement, sequence and spatial relationships within a continuous reading field.

4.3 Flow as Structure

Flow is a structural element. Distance, interruption, acceleration, compression and expansion function as compositional tools.

4.4 Integrated Media

Text, image, typography, illustration, photography and graphic elements operate as a unified narrative system.

4.5 Smartphone Composition

A FlowBook™ is composed directly for the conditions of smartphone scrolling and remains coherent across contemporary mobile devices while preserving narrative sequence and authorial intent as expressed in the ordering and spatial relationships of content elements.

4.6 Sequential Integrity

The publication is experienced through ordered progression. The relationship between one element and the next is fundamental to meaning.

4.7 Phone-Native Authorship

Authors, designers and editors compose directly for the conditions of scrolling rather than adapting work created for another medium.

5. CONFORMANCE REQUIREMENTS

A publication may be designated a FlowBook™ Edition only if it satisfies all of the following requirements:

(a) It is designed primarily for smartphone reading and is not principally derived from a print-format original.

(b) It uses vertical scrolling as its sole or principal navigational mode.

(c) Any supplementary navigation does not override, replace, or substitute for scrolling progression.

(d) It contains no pagination structure, page-turn mechanism, or chapter-navigation system as the primary reading method.

(e) It preserves narrative sequence across supported devices without intentional reordering or omission of content.

(f) It has been submitted to M\e for designation or is accompanied by a valid self-certification declaration.

(g) The publisher or author shall retain records reasonably sufficient to demonstrate compliance with these Conformance Requirements upon request.

Determination of conformance rests on the publication as a whole and not on any single feature in isolation.

6. PUBLICATION CATEGORIES

The FlowBook™ Standard may be applied across publication categories including fiction, non-fiction, journalism, essays, memoir, poetry, visual narrative, educational content, hybrid forms and experimental works.

No category-specific conformance variations apply under this version of the Standard.

All publications, regardless of category, are assessed against the same Conformance Requirements set out in Section 5.

7. CERTIFICATION

7.1 Designation Tiers

M\e administers two designation tiers.

7.2 FlowBook™ Edition

Self-certified by the publisher or author.

The publisher or author declares, in writing or by digital record, that the publication satisfies all Conformance Requirements set out in Section 5.

M\e will review self-certified publications for compliance where any of the following conditions are met:

(i) a complaint or challenge is received by M\e;

(ii) the publication comes to M\e's attention through ordinary monitoring activity; or

(iii) M\e elects to conduct a periodic compliance review.

Where non-conformance is identified following review, M\e may revoke the designation after providing reasonable notice and an opportunity to remedy the identified issues within a period specified by M\e.

7.3 Certified FlowBook™ Publication

Designation confirmed by M\e following review and determination that the publication satisfies all Conformance Requirements.

M\e may suspend or revoke certification where a publication is subsequently found not to satisfy applicable Conformance Requirements.

Enquiries regarding certification should be directed to M\e.

8. CERTIFICATION MARKS

8.1 FlowBook™

The FlowBook™ mark is a trademark identifying the FlowBook publishing standard, its governance, related publications, services, and associated activities administered by M\e.

8.2 FlowBook Certified™

The FlowBook Certified™ mark is a certification designation indicating that a publication has been independently reviewed by M\e and determined to satisfy all applicable Conformance Requirements of the current or specified version of the FlowBook™ Standard.

The FlowBook Certified™ mark may be used only by publications that have received written certification approval from M\e.

Self-certified publications may use the designation FlowBook™ Edition but may not use the FlowBook Certified™ mark unless certification has been granted.

Where registered as a certification mark in a jurisdiction, use shall be subject to the applicable certification mark regulations.

Nothing in this Standard permits use of either mark except in accordance with the applicable certification and licensing requirements established by M\e.

9. INTERPRETIVE NOTES

The following examples are provided for guidance only and do not replace the Conformance Requirements set out in Section 5.

9.1 Publications that will generally conform:

(a) A narrative work designed specifically for smartphone reading in which scrolling is the principal reading action.

(b) A visual essay composed as a continuous vertical sequence combining text, image and graphic elements.

(c) A work of fiction authored directly for a scrolling environment and published without reliance on page-based navigation.

9.2 Publications that will generally not conform:

(a) A PDF book created for print and subsequently displayed on a smartphone screen.

(b) An EPUB or ebook whose primary structure remains page-based or chapter-navigation based.

(c) A website or publication in which scrolling is incidental and navigation occurs primarily through menus, page changes, links or screen transitions.

(d) A print publication reproduced digitally without substantial adaptation to the conditions of scrolling.

10. MISUSE OF DESIGNATION

Use of the FlowBook™ mark, FlowBook™ Edition designation, FlowBook Certified™ designation, or any substantially similar designation in connection with a non-conforming publication may constitute trademark infringement or other violations of applicable law.

11. LICENSING AND DISTRIBUTION

Use of the FlowBook™ mark, certification designations, or related branding requires authorisation from M\e unless expressly permitted by written agreement.

Unmodified copies of this Standard may be reproduced and distributed provided that:

(a) The text remains complete and unchanged.

(b) Attribution to M\e is retained.

(c) No implication of endorsement, certification or affiliation is made.

No person may modify, adapt, publish derivative versions of, or represent altered versions as the official FlowBook™ Standard without written permission from M\e.

12. DISCLAIMER

The FlowBook™ Standard is provided for informational and governance purposes only.

Nothing in this Standard constitutes legal advice, professional advice, certification approval, endorsement, warranty, guarantee, or representation regarding any publication, product, service, person, or organisation.

M\e makes no representation or warranty, express or implied, regarding the accuracy, completeness, suitability, enforceability, availability, or fitness for any particular purpose of this Standard or any designation granted under it.

Compliance with this Standard does not guarantee legal compliance, intellectual property protection, technical compatibility, accessibility, market acceptance, commercial success, certification approval, or suitability for any intended use.

Users of this Standard are solely responsible for obtaining independent legal, technical, commercial, and professional advice where appropriate.

13. LIMITATION OF LIABILITY

To the maximum extent permitted by applicable law, M\e shall not be liable for any direct, indirect, incidental, consequential, special, exemplary or punitive damages arising from use of this Standard, reliance upon it, certification decisions or designation determinations.

14. AMENDMENTS

M\e may revise, replace, supersede or withdraw this Standard from time to time.

Each revision shall be identified by version number and publication date.

Unless expressly stated otherwise, later versions do not automatically invalidate publications certified under earlier versions.

15. GOVERNING LAW

This Standard and any dispute arising from or relating to it shall be governed by and interpreted in accordance with the laws of the Republic of South Africa.

Exclusive jurisdiction shall lie with the courts of the Republic of South Africa.

VERSION HISTORY

v1.0 | June 2026 | Initial publication.

v1.1 | June 2026 | Terminology standardised to “smartphone” throughout. Section 4.5 restated to specify authorial intent in terms of ordering and spatial relationships. Section 6 expanded to confirm uniform conformance requirements across categories. Section 7.2 amended to specify triggers for compliance review of self-certified publications. Certification governance strengthened through certification-mark provisions, revocation procedures and compliance record requirements. Mission relocated to opening position.

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